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BEACONFLAME

The Best Cut-Flower and Forcing Red Gladiolus

"Makes Good" Everywhere

Good-Sized Blooms in Spite of Long Drought in the West

Excessive Rains in the East, but no Stem-Rot or Decay

Holds its Color—Stands Up Well under Hottest Sun

BEACONFLAME is a cross between K. Glory and War, inheriting the strong characteristics of both parents—and then some!

BLOOMS—Large (4 to 5 inches); slightly ruffled. COLOR—Scarlet Vermilion, slightly lighter in upper throat balanced by unobtrusive crimson lake blotches on lower petals—a harmonious self-colored effect.

SPIKES—Medium tall; 18 to 20 blooms. Midseason.

GROWTH—Very vigorous; long, dark leaves.

RAPID MULTIPLIER—Bulblets not large but many.

BEACONFLAME is a Kunderd origination—one of a lot purchased by the introducer of Mrs. Norton—and, passing through several hands, was exhibited by Mr. R. A. Swett in 1917 under the name of "Beacon," being awarded First-Class Certificates at Boston and Worcester as a

"FIRST-CLASS COMMERCIAL VARIETY."

Visitors to Mr. Swett's farm always noticed the little block of "Beacon" growing so vigorously above all other varieties, and invariably asked, "What's the name of that?" For several years the owner was in ill-health and no bulblets were planted, hence the delay in introduction.

A year ago we acquired a large part of the stock of "Beacon," and found that two large growers had varieties of that name, one registered with the A. G. S. Turning to "Flame," we likewise found two prior claimants. So we gave it the still more appropriate name of BEACONFLAME.

WHAT THEY SAY OF BEACONFLAME

Rated XXXX by Mr. Chas. E. F. Gersdorff!

"I have found it a very fine flaming scarlet of value for cutting. I consider it of XXXX quality."

Mr. J. A. Kemp Uses Beaconflame in Hybridizing

The originator of the "Wonders" (who had seen and admired it the previous year) wrote: ". . . very fine with us this year and the more I see of it the more I like it. I am using it quite freely in my breeding work."

Whopping seed-pods as big as your sweetheart's thumb! A tip to other breeders: There are too many weak, almost non-reproductive varieties being turned out. Use a strong mother like BEACONFLAME, and start a virile race of Glads.

Mr. Kristian Prestgard (Decorah Gardens) Reports:

(After commenting on the protracted drought) ". . . produced a very strong plant this year. Blossoms good-sized . . . it bloomed in the hottest week of the season."

B. & A. Norley, Roslindale, Mass.

"The jar of Beaconflame (from medium-sized bulbs) on our table at the Boston Show was much admired. The blooms were especially fine in the evening when so many varieties suffered under electric lighting."

Better Color than Crimson Glow—Better than Challenger!

Mr. Azro M. Dows of Lowell, Mass., who has tried many scores of the best Novelties, says: "Beaconflame, even in hot weather, holds its color remarkably well. It is a better color than Crimson Glow, 'even better than Challenger. . . Beaconflame is really a color by itself."

Well, that's "going some!" Mrs. Austin says of Crimson Glow: "There is a shortage of good reds, but this one is VERY GOOD."

We had customers that drove miles out of their way, through towns that had a dozen Glad farms, to get our "Gloriously Different" Gladiolus blooms. They especially wanted "good reds" and were much pleased with Crimson Glow, and a little later in the season were delighted with BEACONFLAME. The flower-buying public want GOOD REDS. Why not supply the demand?

The Publisher of the "Gladiolus Bulletin":

"The most vigorous growing variety ever raised on Stanthorp Farm. No need of labels—you can't mistake a row of Beaconflame for any other Glad. It does not bloom from as small bulbs as some other varieties, but devotes all the energy of its young life to a rapid increase in size of bulb and to producing large quantities of bulbets."

Let us say here that every Glad grower should subscribe for "The Gladiolus Bulletin," the only publication devoted exclusively to the Gladiolus. It has been adopted as the official organ of our New England society. 50c a year Stanley Thorpe, Medway (R. D.), Mass.

What's the Use of Printing any More Testimonials?

The above (from many) cover the points we wish to emphasize—BEACONFLAME'S UNUSUAL VIGOR, PROLIFICNESS, DEPENDABILITY, AND USEFULNESS. But let us rub in just one more idea—

Beaconflame for Landscape Work

BEACONFLAME is destined to be much used by Landscape Architects and Gardeners for mass planting, and for borders of paths and driveways—not only because its large flame-colored flowers look especially well when displayed in quantity, and because they hold their color so well, but on account of its unusually handsome foliage. Plant small stock early and rather thickly in triple rows, and you have a border that lasts through a number of severe frosts—the ground freezing a little. The thick mass of long, slender green leaves, gracefully curving at the tips, produces a unique and highly pleasing effect that is much admired.

PLANTING STOCK AND BULBLET PRICES

The Public buys Red Glads when offered Good Ones—note the thousands of 1910 Rose and Gov. Hanly sold in Chicago last summer. It is getting tired of the same old Halley, America and King. It prefers good bright colors—and buys them, when it can get them. Get ready to supply the demand for BEACONFLAME that surely is coming.

The price of large bulbs this year will be 50c each; \$5.00 a dozen. Owing to lack of growing and storage space, and the increasing number of our own seedlings, we offer Planting Stock and Bulbets at these low prices:

Nos. 3 and 4 ($\frac{3}{4}$ in. to $1\frac{1}{4}$ in.) \$13.00 per 100

Nos. 5 and 6 ($\frac{3}{4}$ in. down) . . . 8.00 per 100

Bulbets only \$5.00 per 1000

\$28.50 for \$25.00—200 assorted Planting Stock and 1500 Bulbets.

NOTE—Orders will contain more than half the larger sizes named. (25 and 50 at 100 rate.)

EXCHANGE—Will exchange a few Beaconflame for (Planting Stock and Bulbets preferred)—American Beauty, Anna Eberius, Bryon L. Smith, M. S. Burke, Mrs. Bothin, Mrs. F. C. Peters, Norton, Peach Rose, Rose Ash, Sheila, Stanford, Washington, etc.

P. S.—Bulbs held for Spring delivery on receipt of 25% of price.

STOCK LIMITED.

ORDER EARLY

J. L. VONDEL, Sharon, Mass.

WHY GROW POOR GLADIOLUS MIXTURES?

Compelled to Sell Out, We Are Offering the BEST at Price of the Ordinary!

Throw Away Your Old Mixtures and Grow "Glorious Gladioli"

Why are such Mediocre "Glads" usually found on fine country estates where, in greenhouse and garden, the most beautiful flowers abound?

It's poor business policy to "knock," but let us tell you:

Because Owner or his Head Gardener probably purchases "Gold" or "Silver Medal," "Blue Ribbon," "Prize," "Exhibition" or "Rainbow" Mixtures—for a good round price—from a Seed Store that, in turn, buys cheap varieties from every Tom, Dick and Harry that will accept a low price. Named varieties, too, often are listed at double average prices of regular "Glad" specialists.

IT WILL PAY YOU TO READ THIS:

ORIGIN of our "Gloriously Different Mixtures"—"Selections" would be the better word, for they are composed of varieties selected to build up the finest possible flowering mixtures for our own pleasure, supplemented by some 200 varieties from our Trial Garden—without thought of original cost—with no idea of ever offering them for sale.

For ten years, after purchasing a country home, we annually bought many of the finest varieties for observation in a Trial Garden, choosing by the three-fold standard of BEAUTY, VIGOR and PRODUCTIVENESS. Three years ago the increase had become such that we were compelled to offer Surplus for sale, and we have received from all parts of the country letters of high praise for "Glads" that were so "gloriously different"!

Now that business requires our absence most of the time, and leisure moments are occupied with the "The Garden Glorious Guild," WE MUST DISPOSE OF ALL STOCK save our own seedlings—no matter how great the sacrifice.

NO. 1—GLORIOUS MIXTURE

To our former "Glorious Mixture," containing many of the finest American, French, English and Dutch named varieties, plain and ruffled, we have added our "Golden West,"—creations of the Californian "Plant Wizards," Burbank, Diener, Metzner—different from Eastern varieties: lily shaped, orchid-flowering, extra-wide-open, etc., and some with such enormous blooms!—plain and ruffled. Contains many high-priced named varieties. Last year this mixture sold for double the price of No. 1; now added to it at the same Sacrifice Price.

No other Mixture in the World contains Creations of so many world-renowned Hybridizers.

ALL COLORS—We have added proportionate quantities of Whites, Yellows and Blues to make a Balanced Color Mixture.

ALL SEASON—Early, Medium and Late Varieties—nearly three months of glorious blooms.

No. 3—Maid-o'-the-Mist—(Primulinus Hybrids)

Contains the finest French, Dutch, and American (Orchid) "Prims"—both plain and ruffled—obtainable, and we have added many of the best named varieties.

The crossing of the little yellow African Primulinus with our garden varieties has produced a most gloriously beautiful new race; Butterfly and orchid-like forms; beautifully varied pastel tints of yellow, orange, apricot, buff, saffron, scarlet; graceful, slender stems; long flowering; wonderfully prolific; finest for decoration; much admired by artists.

No matter what other Gladioli you purchase, be sure to get a few of our favorites, the "Prims."

These Hybrids often flower from bulb'ets!

Two years ago we paid \$12.50 for 100 bulbs of a mixture that did not average nearly as fine as this. No other Prim. mixture that contains as many fine mixtures as our No. 3.

WE ADVISE Buying of Medium and Small Sizes and Bulblets of these Mixtures, as they will the sooner adapt themselves to your soil, and besides we are offering them at about One-Quarter Real Value.

For ROADSIDE or House Cut-Flower trade, get an inexpensive start by buying Bulblets, Small and Medium of these two Mixtures and of Beaconflame.

PRICES AND SIZES OF MIXTURES

Large (Nos. 1 and 2) 1¼ inches up. Should give 1 to 3 glorious spikes of larger blossoms.

Medium (3, 4) ¾ to 1¼ in.—smaller flowering spikes.

Small (5, 6) ¾ in. down—produce flowering-sized bulbs for next season.

Large—\$1 dozen, \$6 per 100

(Guaranteed equal to any \$10 to \$15 Mixture)

Prims. (Mix. No. 3) \$5 per 100

Medium—\$3 per 100 Small—\$2 per 100

Cormels (including many small No. 6's)

only \$2.25 per pint!

(We gave Burbank \$7.50 per 1000)

Cormels of Prim. Mix—\$2 per 1000

PREMIUMS—With \$5 order a copy of "The Glorious Gladiolus" will be given.

With ALL Orders, 50c worth of Beaconflame and Beacon-White—Best Red and Best White for cut-flowers—will be given for every \$1 of order!

With a \$10 order a large 1000 of No. 1 Bulblets also will be added; with \$25, 1000 Beaconflame Bulblets.

NOTE that Large sizes of Mixtures are offered at Half Real Value; Medium, at about One-Third, and Small and Cormels at about One-Quarter Value!

READ THIS BEFORE ORDERING

TERMS—CASH: Money Order or Cheque (no registered letters—not at home when R. F. D. comes).

Corms by the dozen small sizes and Cormels sent Postpaid.

Large and Medium Corms sent free to third zone; for longer distances add 10c to every \$1; extra bulbs will be given for excess (if any) sent.

Write Address plainly.

J. L. VONDEL, Gladiacre Gardens, Sharon, Mass.



**A VIGOROUS, PROLIFIC,
DEPENDABLE WHITE
GLADIOLUS
BEACON-WHITE**
("K. Glory" x "White Lady")

"Beacon-White" (Christy's "White Wonder") was selected by the veteran Hybridizer, Wilbur A. Christy of Warren, Ohio, as the BEST of 50,000 Seedlings—originator of many fine Varieties.

Mr. Chas. E. F. Gersdorff rates it XXXX. All who have seen it predict great future as THE Cutting White Gladiolus.

Originator's Description:

"A strong, vigorous grower with abundant broad green foliage; a straight, up-standing stalk and spike, entirely free from any tendency to crook; spike well spaced correctly, with large round petalage, unusually set with flowers medium to large, facing right and somewhat frilled and occasionally semi-double—of great substance, a fine shipper. White with slight tracing of pink or carmine—practically white, and coming so if cut early and blossomed out in water. Very prolific of bulblets. . . . yielding extra large bulbs . . . producing abundant plump seed.

Mr. Christy catalogued "Beacon White" one year as "White Wonder" at \$1 each, withdrawing for increase and yielding name to Mr. Kemp. We purchased entire stock last spring and renamed it "Beacon-White."

After one season's observation (long drought and no irrigation) we offer it as a most Dependable and Prolific Cut-Flower variety. Florists were much pleased with it, and one made many fine floral designs from small planting stock blooms.

SELLING-OUT SACRIFICE PRICES:

Large sizes are given as Premiums, rated at \$1 each, and Planting Stock and Cormels are offered at cost:

MEDIUM (3s and 4s) \$15.00 per 100

SMALL (5s and 6s) \$10.00 per 100

CORMELS only \$10 per 1000

500 Cormels given with \$20 order; 2000 Beaconflame Cormels given with \$25 order.

**Both Beacons Soon Will Be Grown by the Million for Cutting.
Get Your Stock Now from Headquarters**

GROWING INSTRUCTIONS—Because of rank foliage the Beacons require more Nitrogen than most other varieties. Give Beaconflame plenty of Potash for rich color, but keep it away from Beacon-White unless you prefer a tinted White. Give plenty of water during blossoming season.

READ THIS BEFORE ORDERING

TERMS—CASH: Money order or Cheque (no registered letters—not at home when R. F. D. comes).

All Beaconflame and Beacon-White Orders sent Postpaid.

J. L. VONDEL, Gladiacre Gardens, Sharon, Mass.

WHAT THEY SAY OF "THE GLORIOUS GLADIOLUS"

"I find it brim full of interest for all 'Glad' lovers and a lot of inside information," writes the Secretary of the N. E. Gladiolus Society.

Mr. Gersdorff says book is "full up" with "interesting and helpful bits of information. . . . It is rather unusual for so much information, usually spread over several volumes, to be found in one book." Yes; it's not only a "Glad" Book, but also contains little Rose, Iris, Peony and Dahlia Sections, and many valuable floricultural hints.

Scores of appreciative letters from growers—amateur and professional—who had previously read some of the chapters in "The Gladiolus Bulletin" and followed hints as to Cormel Germination, Hybridizing, etc., with "glorious results," as one puts it.

Every Gardener — every Flower-lover, amateur or professional — needs "The Glorious Gladiolus."

TO THOSE WHO "KNOW IT ALL": Money refunded if you don't find some valuable "wrinkle" you've forgotten (or never knew). Be a Sport!—take us up.

STOCK UP NOW ON THE DEPENDABLE

Vigorous

Prolific

BEACONFLAME

(Kunderd)

Best Cut-Flower and
Forcing RED *Gladiolus*

BEACONS

BEACON-WHITE

(Christy)

Best Cut-Flower and
Forcing WHITE "Glad"

THEY MAKE GOOD EVERYWHERE

Good-sized Blooms in Spite of Long Droughts

Hold Color Well under Hottest Sun

Cut Blooms Last a Long Time

BEACONFLAME (formerly Beacon)

BEACONFLAME is a cross between K. Glory and War, inheriting the strong characteristics of both parents—and then some!

BLOOMS—Large (4 to 5 inches): slightly ruffled.

COLOR—Scarlet Vermilion, slightly lighter in upper throat balanced by unobtrusive crimson lake blotches on lower petals—a harmonious self-colored effect.

SPIKES—Medium tall; 18 to 20 blooms. Midseason.

GROWTH—Very vigorous; long, dark leaves.

RAPID MULTIPLIER—Bulblets not large but many.

Its Tough Petalage and unexcelled Shipping Quality assist in stamping Beaconflame as an A1 Cutting variety and it has received First-Class Certificates at Boston and Worcester as a "FIRST-CLASS COMMERCIAL VARIETY."

Rated XXXX by Mr. Chas. E. F. Gersdorff!

"I have found it a very fine flaming scarlet of value for cutting. . . consider it of XXXX quality."

In an interesting article on "Early *Gladiolus* of Quality" in Garden Magazine, this well-known "Glad" Critic says: "A variety which will attract the eye from a distance, so intense is the brilliant scarlet color—almost a self—is Beaconflame; 74 days."

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The originator of the "Wonders" (who had seen and admired it the previous year) wrote: (1922) ". . . very fine with us this year and the more I see of it the more I like it . . . I am using it quite freely in my breeding work."

Whopping seed-pods as big as your sweetheart's thumb! A tip to other breeders: There are too many weak, almost non-reproductive varieties being turned out. Use a strong mother like Beaconflame, and start a virile race of Glads.

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(After commenting on the protracted drought, 1922) ". . . produced a very strong plant this year. . . Blossoms good-sized. . . it bloomed in the hottest week of the season."

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Beaconflame blooms are especially fine in masses and hold their beauty under artificial light.

FLOWER-BUYERS WANT RED GLADIOLI

When only the little *Brenchleyensis* was offered, Florists got the idea that Reds were not wanted; but offer customers mixed bouquets of bright colors with plenty of Crimson Glows and Beaconflames in them and see how quickly they will be snapped up. Small spikes of Beaconflame combined with double the quantity of Beacon-White and a little green—asparagus or ferns—make effective floral pieces for gay occasions. Try it and be convinced. Your customers no longer will be satisfied with America, Halley and King, but demand bright colors.

SELLING-OUT SACRIFICE PRICES:

Compelled by pressure of other business to quit growing everything but our own Seedlings, we offer:

(Large sizes are reserved for Premiums at 50c each.)

MEDIUM (Nos. 3 and 4, $\frac{3}{4}$ in. to $1\frac{1}{4}$ in.) \$10.00 per 100

SMALL—(Nos. 5 and 6, $\frac{3}{4}$ in. down). 5.00 per 100

Cormels only \$4.00 per 1000 (Worth \$15.00)

Discount on Orders in Quantities.

2000 Cormels Free with \$25 Order for Medium and Small.